

A STUDY ON ENTREPRENEURSHIP INTENTION AMONG UNDERGRADUATES OF FACULTY OF HUMANITIES AND SOCIAL SCIENCES AT THE UNIVERSITY OF RUHUNA, SRI LANKA

Hansamali, H. A. C.¹, Abepala, R. D. K. N.², Wickramarthne, R. M. P. M.³
Department of Economics, University of Ruhuna
chalani.17237@uhss.ruh.ac.lk

This study focuses on entrepreneurship, which entails the identification and exploitation of opportunities to introduce innovative goods, services, and organizational methods. It is recognized as a crucial field for addressing unemployment challenges. Attitude, social norms, behavioral control, entrepreneurial education, and personal traits are the factors that influence entrepreneurial intention. The research aims to investigate the entrepreneurial sense of undergraduates at the Faculty of Humanities and Social Sciences, University of Ruhuna, focusing on the role played by gender, academic level, and family background. Previous studies have found that attitude, personal discipline, and behavioral control influence entrepreneurial intention among undergraduates. Moreover, male students tend to exhibit higher entrepreneurial intention levels than their female counterparts. A quantitative approach was employed, and data was collected from a representative sample of 200 students of the faculty of Humanities and Social Sciences using a structured questionnaire. Formulated hypotheses were tested using the Chi-Square independent test. The findings of this study reveal that 18% of the undergraduates within the Faculty of Humanities and Social Sciences are engaged in entrepreneurial activities, with a considerable number expressing their intention to pursue entrepreneurship in the future. Most students have a moderate level of confidence in their entrepreneurial ability. Interestingly, the statistical analysis indicates no significant association between gender or academic level and entrepreneurial intention. However, there is a significant association between family background and entrepreneurial intention. Based on these noteworthy results, it is recommended that students with entrepreneurial parents should focus on honing their entrepreneurial knowledge and skills. Furthermore, efforts should be made to cultivate an interest in entrepreneurship among all undergraduate students, irrespective of their gender or academic level. By doing so, we can foster an environment that encourages and supports the pursuit of entrepreneurial endeavors among undergraduates.

Keywords: *Academic level, Entrepreneurial intention, Family background, Gender, Undergraduates*